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SEXUAL MATERIAL ON AMERICAN TELEVISION 1986-87

Conducted for:

The Planned Parenthood Federation of America

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by

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INTRODUCTION

This study was conducted to measure the number of sexual messages on American television during the current TV season. It also tracks changes in the sexual content of television programming that have occurred over time.

Observers frequently voice concern about suggestiveness and sexual material on television. Past researchers have devised ways to measure the programming content, using formal procedures and an open methodology so that others can replicate and build upon their work. This study is the latest such "content analysis" of television programming. It focuses on the afternoon and evening time slots of the 1986-87 season and it compares the results with earlier published studies.

The project was commissioned by the Planned Parenthood Federation of America and was conducted by Louis Harris and Associates, Inc. Procedures were adapted from previous work by Joyce N. Sprafkin and her colleagues, and key results for the evening prime time broadcasts are compared with their published findings for the 1978-79 TV season and earlier seasons. * Louis Harris and Associates consulted with Professor Sprafkin to ensure a full understanding of how the previous studies were conducted and we have tried to be faithful to the methods used previously. However, Sprafkin and her colleagues bear no responsibility for the conduct or results of the present study.

This study also measures the frequency of commercial advertisements and of public service announcements for contraceptives and birth control. That

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* Joyce N. Sprafkin and L. Theresa Silverman, "Update: Physically Intimate and Sexual Behavior on Prime-Time Television, 1978-79," Journal of Communication, Winter, 1981.

Susan Franzblau, Joyce N. Sprafkin, and Eli A. Rubinstein, "Sex on TV: A Content Analysis," Journal of Communication, Spring 1977.

frequency turned out to be zero. Thus, the project also constitutes a baseline for future studies seeking to measure change in the policy of networks and local affiliates in this area. It seems likely that concern over high teenage pregnancy rates and over the spread of AIDS will lead to increased advertising and public service announcements for condoms and other contraceptives in the years ahead.

At Louis Harris and Associates the project directors for this study were Humphrey Taylor, President, and Michael Kagay, Ph.D., Vice President.

METHODS USED IN THIS STUDY

The raw material for this project consists of video tapes of 118 television shows (totalling 199 half-hour segments). They were originally broadcast during the first week of the new season (September 17-25, 1986) over stations affiliated with each of the three major networks, during the popular afternoon time slots (12:00 to 4:00 p.m.) and the popular evening time slots (7:30 to 11:00 p.m.). This sampling of shows is meant to be representative of the 1986-87 television season in the U.S. during those portions of the broadcasting day that are (mainly, though not entirely) under control of the networks and which are, thus, national in their impact. A profile of the shows sampled is included in this report. Taping was done by staff of the Planned Parenthood Federation of America, while analysis was done by Louis Harris and Associates.

Each show was viewed independently by two trained viewers at Louis Harris and Associates, one male and one female, drawn from a team of fourteen. They used a formal coding scheme to tally instances of several categories of sexually relevant material. These viewers were trained with a 13-page instruction manual and with numerous examples of each type of sexual content being measured. After a practice session, they were further briefed on how to handle ambiguities that inevitably arise. General procedures, including the bulk of the instruction manual, were adapted from those earlier used by Joyce N. Sprafkin and her colleagues in previously published work.

Viewers marked their tallies on a tick sheet, a copy of which is included in this report. Editors then summed the ticks and transferred these values onto a recording sheet suitable for use by keypunchers. Measures of inter-coder reliability were computed for each category of sexual content, and were found to be sufficiently high. The levels of inter-coder reliability (product-moment correlation coefficients between pairs of viewers) are included in this report. Whenever any two viewers diverged appreciably in their tallies, a third viewer was also asked to view the show independently. That occurred in 14 out of the 118 shows.

During data processing the metric was first transformed from instances per show into instances per half hour of broadcast time. Then the data were weighted by the number of half-hour segments involved in each show to take account of shows of differing lengths. Finally they were weighted by the reciprocal of the number of interviewers who rated each segment (two viewers each received a weight 1/2, while three viewers received a weight of 1/3) in order to take account of the third viewer who was sometimes required. The figures in the original computer print-outs thus are expressed as the average number of sexual instances per half-hour of broadcast time. In this report values have subsequently been multiplied by two and are presented here as the average of sexual instances per hour of broadcast time.

Louis Harris and Associates is grateful to Joyce N. Sprafkin for consulting with us on how the earlier studies were conducted, and we have tried to be faithful to the methods used in the previously published studies. However, full responsibility for measurement procedures, results and interpretation in the current study remain with Louis Harris and Associates.

TICK SHEET FOR SCORING
SEXUAL CONTENT OF TELEVISION SHOWS

	PHYSICAL Instance	VERBAL Instance	IMPLIED Instance
KISS			
EMBRACE or Hug			
SUGGESTIVENESS or Sexual Innuendo			
INTERCOURSE			
MASTURBATION			
CONTRACEPTIVES or Birth Control			
ABORTION			
SEXUALITY EDUCATION about reproduction or sex-related problems			
SEXUALLY TRANSMITTED DISEASES			
DEVIANT OR DISCOURAGED SEXUAL BEHAVIOR -incest -child abuse/pederasty -aggressive sexual contact (rape, force, humiliation) -prostitution -exhibitionism -fetishism -transsexual/transvestitism -voyeurism -pornography/striptease			

NUMBER OF COMMERCIALS ABOUT CONTRACEPTIVE PRODUCTS ☐

NUMBER OF PUBLIC SERVICE ANNOUNCEMENTS ABOUT BIRTH CONTROL/CONTRACEPTION ☐

NOTE: Filled boxes were judged not to be possible combinations.

DEFINITION OF THE TYPES OF SEXUAL MATERIAL MEASURED

Most categories contained sub-divisions for physical, verbal, and implied instances. For those behaviors that involved more than one person, if the other person(s) was actively involved, then it counted as a separate instance for each person. But if the other person(s) was a passive recipient, then it counted only as one.

KISS: Kissing any part of another adult's body, throwing a kiss to another, or kissing an object acting as a representative of an individual. In order to be consistent with Sprafkin et al, kisses among adults were counted even if they were casual and not overtly sexual.

EMBRACE OR HUG: Encircling another adult's body with one's arms and/or drawing that person toward one's own chest region; or doing the same to some article currently representing an absent individual. Some form of upper torso contact is necessary to the hug.

SUGGESTIVENESS OR SEXUAL INNUENDO: Any flirtatious behavior or activity signalling sexual interest in or attraction to another individual. The verbal counterpart of this category ranges from comments and references to an individual's sexual attractiveness to innuendo about sexual behavior.

INTERCOURSE: A physical instance would be an explicit portrayal of intercourse. An implied instance would be a scene in which it is unambiguously implied that intercourse has just taken place or will take place. Direct verbal references to intercourse are scored as verbal.

MASTURBATION: A physical instance must show a self-stimulating act on the screen. An implied instance would be a scene in which it is unambiguously implied that self-stimulation has just taken place or will take place. Verbal references to masturbation are scored as verbal.

CONTRACEPTIVES OR BIRTH CONTROL: Depiction or verbal or implied references to condoms, diaphragms, foam, vaginal suppositories, I.U.D.s, the pill, etc.

ABORTION: Depiction or verbal or implied references to aborting a pregnancy.

SEXUALITY EDUCATION: Conversations about reproduction or sex-related problems, for instance between authority figures (teachers, parents, older siblings, aunts, uncles, grandparents, adult family friends) and children or teenagers.

SEXUALLY TRANSMITTED DISEASES: Verbal or implied references to syphillis, gonorrhea, gardnerella, herpes, AIDS, etc.

DEVIANT OR DISCOURAGED SEXUAL BEHAVIOR: incest, child abuse/pederasty, aggressive sexual contact (rape, forced intercourse, humiliation), prostitution, exhibitionism, fetishism, transsexual/transvestitism, voyeurism, and pornography/striptease.

KEY FINDINGS

1. American TV viewers are being bombarded with an average of 29 instances per hour of sexual behavior during the 1986-87 season.
   -- Per hour this includes 10 kisses, 9 embraces or hugs, 7 instances of sexual innuendo or suggestiveness, 2 references to intercourse, and between 1 and 2 references to deviant or discouraged sexual practices.
2. When projected to an annualized cumulative basis, this measns that network affiliated stations are transmitting over 79,000 instances of sexual material per year just during the popular afternoon time slots (12:00 - 4:00 P.M.) and evening time slots (7:30 - 11:00 P.M.).
   -- Per year this includes an estimated 27,000 kisses, over 23,000 embraces or hugs, over 18,000 instances of sexual innuendo or suggestiveness, over 5,000 references to intercourse, and over 4,000 references to deviant or discouraged sexual practices.
3. But, there are hardly any references to sexuality education, sexually transmitted diseases, birth control, or abortion to counterbalance the sexual content on TV. There is less than 1/10 of one reference per hour of TV time to birth control or contraception. There is only 2/100 of one reference per hour to sexually transmitted diseases. There is only 6/100 of one reference per hour to sexuality education.

4. Based on the A.C. Nielsen Company's estimate of the number of hours of TV actually watched by the typical American viewer during the afternoon and prime time evening hours, this means that over 16,000 instances of sexual material would actually be seen by the typical TV viewer over the course of a year. But only a little over 100 of those 16,000 would be counterbalancing references to sexuality education, sexually transmitted disease, birth control, or abortion. That represents a ratio of less than 1-in-150. The typical viewer, moreover, also watches TV at additional time slots during morning or late night, which would raise the total number of instances viewed even further. But the present study did not measure the sexual content of morning TV or late night TV. Therefore, we are confident that our figures are an underestimate of the total sexual content to which an average TV viewer is exposed.

5. Afternoon TV contains slightly more sexual content than does evening TV. We measured 32 instances per hour in the afternoon time slots vs. 26 instances per hour in the evening time slots.

6. Of all types of shows, afternoon serial dramas contain the most sexual content (35 instances per hour). Nighttime serial dramas and game shows are tied as the next highest (30 instances per hour), followed by crime/adventure shows (26 instances per hour), situation comedies (23 instances per hour), and made-for-TV movies (16 instances per hour).

7. Looking at the various categories of sexual content, game shows and crime shows have the highest number of references to intercourse. Situation comedies have the highest number of references to deviant or discouraged sexual behavior. Both situation comedies and daytime soaps have the highest number of instances of sexual innuendo and suggestiveness.

8. Looking at trends over time, explicit sexual content has increased, while references to some less explicit types of sexual behavior have declined.

This study followed the methods previously used by Sprafkin, et al, and thus trends in key types of sexual behavior on TV during the prime time evening network hours can be charted over time. (Three previous measures were all in the 1970's with the most recent baseline being the 1978-79 season.) Here are the chief trends:

- Verbal references to intercourse, which rose dramatically in number during the late 1970's, have continued to inch upwards, now averaging about one instance per hour (0.96)
- The number of instances of implied intercourse has nearly doubled since the late 1970's -- from 0.43 to 0.80 per hour
- Instances of deviant or discouraged sexual behavior have also continued a slow upward trend in number, now averaging 2.8 per hour
- The type of behavior which rates second highest in overall frequency -- hugging or embracing -- also increased in number, from about 5 per hour in 1978-79 to just over 6 per hour during this season
- But, at the same time, sexual innuendo and suggestiveness have dropped. Verbal suggestiveness is down from in frequency a peak of nearly 11 instances per hour to less than 4 instances per hour. And physical suggestiveness is down from a peak of about 3 instances per hour to slightly under 2 instances per hour this season. It may be that a little added explicitness substitutes for a lot of previous suggestiveness.
- The most frequent category of all, kissing, remains about 7 instances per hour during prime time, down just slightly from the 1978-79 season. (In order to guarantee comparability, the present study followed Sprafkin, et al in counting kisses among adults even when they were casual and not explicitly sexual.)

9. One important aspect remains unchanged over time. No graphically explicit portrayal of sexual intercourse occurred in any of the network shows studied in the 1986-87 season. Nor had any been observed in any of the earlier seasons studied previously. This threshold still remains uncrossed on commercial television, according to the sampling of shows we analyzed.

10. In this sampling of 1986-87 TV programs no commercial advertising for any contraceptive product was observed, and no public service announcement for contraception or birth control was observed. This is already beginning to change as concern rises over both the threat of AIDS and the high rate of teenage pregnancy.

TABLES

TABLE 1:

OVERVIEW OF THE 199 HALF-HOUR SEGMENTS
OF TV RATED IN THIS STUDY

TYPE OF TV PROGRAM	
Daytime serial drama	44%
Situation comedy	8
Theatrical film (made for theater release)	0
Crime/adventure show	19
Talk show	0
Program for young people	0
Nighttime serial drama	5
Mini-series	0
Made for TV film	11
Variety show	1
Game show	10
Other	3
TIME OF DAY BROADCAST	
Daytime (12:00 - 4:00)	48 %
Nighttime	52
(7:30 - 9:00)	(21)
(9:00 - 11:00)	(31)
DAY OF WEEK BROADCAST	
Sunday	2 %
Monday	15
Tuesday	22
Wednesday	17
Thursday	19
Friday	19
Saturday	6
LENGTH OF SHOW THE HALF-HOUR SEGMENT WAS PART OF	
30 minute show	26 %
60 minute show	60
90 minute show	0
120 minute show	14
Other	0
NETWORK AFFILIATION OF STATION OVER WHICH SHOW WAS VIEWED	
CBS	34 %
NBC	32
ABC	34

NOTE: All shows were broadcast during the period Sept. 17-25, 1986

TABLE 2: Mean Number of Instances Per Hour of Sexual Behavior on TV (1986-87 Season, Daytime Plus Nighttime)

	TOTAL	PHYSICAL Instance	VERBAL Instance	IMPLIED Instance
	29.18			
KISS	9.96	9.66	0.30	
EMBRACE or Hug	8.62	8.40	0.22	
SUGGESTIVENESS or Sexual Innuendo	6.80	2.66	4.14	
INTERCOURSE	2.00	0.00	1.04	0.96
MASTURBATION	0.00	0.00	0.00	0.00
CONTRACEPTIVES or Birth Control	0.08	0.00	0.08	0.00
ABORTION	0.02	0.00	0.02	0.00
SEXUALITY EDUCATION about reproduction or sex-related problems	0.06		0.06	
SEXUALLY TRANSMITTED DISEASES	0.02		0.02	0.00
DEVIANT OR DISCOURAGED SEXUAL BEHAVIOR -incest -child abuse/pederasty -aggressive sexual contact (rape, force, humiliation) -prostitution -exhibitionism -fetishism -transsexual/transvestitism -voyeurism -pornography/striptease	1.64	0.26	0.68	0.70

NUMBER OF COMMERCIALS ABOUT CONTRACEPTIVE PRODUCTS: 0.00

NUMBER OF PUBLIC SERVICE ANNOUNCEMENTS ABOUT BIRTH CONTROL/CONTRACEPTION: 0.00

TABLE 3:

Mean Number of Instances Per Hour of Selected Sexual Behaviors on TV

By Daytime vs. Nighttime (1986-87 Season)

		TIME	
	OVERALL	Day Time (12:00 - 4:00)	Night Time (7:30 - 11:00)
TOTAL NUMBER OF SEXUAL INSTANCES OF ALL TYPES	29.18	32.48	26.18
KISS			
Physical	9.66	11.44	8.04
Verbal	0.30	0.18	0.42
EMBRACE OR HUG			
Physical	8.40	10.46	6.52
Verbal	0.22	0.26	0.18
SUGGESTIVENESS OR SEXUAL INNUENDO			
Physical	2.66	3.68	1.72
Verbal	4.14	4.12	4.16
INTERCOURSE			
Physical	0.00	0.00	0.00
Verbal	1.04	0.90	1.16
Implied	0.96	1.06	0.86
DEVIANT OR DISCOURAGED SEXUAL BEHAVIOR			
Physical	0.26	0.02	0.48
Verbal	0.68	0.12	1.20
Implied	0.70	0.16	1.18

TABLE 4:

Mean Number of Instances Per Hour of Selected Sexual Behaviors on TV

For Each Program Type (1986-87 Season)

		TYPE OF PROGRAM					
	OVERALL	Daytime Serial Drama	Situation Comedy	Crime, Adventure	Nighttime Serial Drama	Made for TV Film	Game Show
TOTAL NUMBER OF SEXUAL INSTANCES OF ALL TYPES	29.18	34.68	22.86	26.48	29.62	15.60	30.34
KISS							
Physical	9.66	12.42	3.40	8.06	13.74	5.20	11.40
Verbal	0.30	0.20	0.26	0.14	0.30	0.12	0.70
EMBRACE OR HUG							
Physical	8.40	11.04	6.60	6.86	9.40	4.88	6.56
Verbal	0.22	0.28	0.26	0.14	0.16	0.10	0.90
SUGGESTIVENESS OR SEXUAL INNUENDO							
Physical	2.66	3.98	3.06	1.86	1.20	1.16	0.96
Verbal	4.14	4.36	5.06	3.58	2.40	2.36	5.58
INTERCOURSE							
Physical	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Verbal	1.04	0.86	0.46	1.72	0.40	0.48	2.18
Implied	0.96	1.16	0.00	1.20	1.50	0.56	0.70
DEVIANT OR DISCOURAGED SEXUAL BEHAVIOR							
Physical	0.26	0.02	0.06	0.58	0.00	0.16	0.30
Verbal	0.68	0.12	1.80	1.62	0.20	0.46	1.00
Implied	0.70	0.18	1.60	0.40	0.30	0.12	0.60

TABLE 5:

Estimated Number of Instances of Sexual Behavior Viewed on TV by Average Viewers and by Teenage Viewers during the Afternoon and Prime Time Evening Time Slots (1986-87 Season)

	Average Hours of TV Viewed Per Week		Number of Sexual Instances Per Hour		Estimated Cumulative Number of Sexual Instances Viewed Per Week		Per Year
BY AVERAGE AMERICAN VIEWER							
On Afternoon shows	2.48	X	32.48	=	80.55	X 52 =	4,189
On Prime time evening shows	8.77	X	26.18	=	229.60	X 52 =	11,939
TOTAL DURING THESE TIME SLOTS					310.15		16,128
BY AVERAGE TEENAGE VIEWER							
On Afternoon shows	1.83	X	32.48	=	59.44	X 52 =	3,091
On Prime time evening shows	6.62	X	26.18	=	173.31	X 52 =	9,012
TOTAL DURING THESE TIME SLOTS					232.75		12,103

SOURCE FOR AVERAGE HOURS OF TV VIEWED: A. C. Nielsen Company, New York, N.Y., April, 1987. Nielsen defined afternoon as 1:00 - 4:30 P.M., and prime time evening as 8:00 - 11:00 P.M. That varied only slightly from the afternoon and evening hours for which sexual content of programming was measured, which were 12:00 - 4:00 P.M. and 7:30 - 11:00 P.M.

TABLE 6:

TRENDS OVER TIME IN MEAN NUMBER OF INSTANCES PER HOUR
OF SELECTED SEXUAL BEHAVIOR ON EVENING PRIME TIME NETWORK TELEVISION
(8:00 P.M. - 11:00 P.M.)

	Studies by Sprafkin, Silverman			Harris for Planned Parenthood
	1975-76 Season	1977-78 Season	1978-79 Season	1986-87 Season
Kiss (physical)	3.32	4.06	7.30	6.76
Hug (physical)	2.65	3.36	4.96	6.32
Suggestiveness (physical)	0.79	3.26	2.75	1.74
Suggestiveness (verbal)	1.27	7.38	10.82	3.52
Intercourse (physical)	0	0	0	0
Intercourse (verbal)	0.04	0.10	0.90	0.96
Intercourse (implied)	0	0.24	0.43	0.80
Deviant or discouraged sexual behavior	x	1.33*	2.68*	2.80

x = not rated using comparable categories

*The 1977 and 1978 figures for deviant or discouraged sexual behavior reflect the removal of masturbation and homosexuality from previously published values in order to make them comparable to the method used in 1986.

NOTE: All figures in the above table are based only on the 8:00 - 11:00 p.m. time slots.

SOURCE OF 1970's DATA: Joyce N. Sprafkin and L. Theresa Silverman, "Update: Physically Intimate and Sexual Behavior on Prime-Time Television, 1978-79," Journal of Communication, Winter 1981

TABLE 7:
LEVEL OF INTER-CODER RELIABILITY AMONG PAIRS OF RATERS IN RATING 199 HALF-HOUR SEGMENTS ON TV

N = 199 half-hour TV segments, each with a pair of raters
-- = No instances observed
* = Fewer than 10 segments contained any instance

	PHYSICAL Instance	VERBAL Instance	IMPLIED Instance
KISS	.95	.86	
EMBRACE or Hug	.93	.82	
SUGGESTIVENESS or Sexual Innuendo	.97	.87	
INTERCOURSE	--	.97	.88
MASTURBATION	--	--	--
CONTRACEPTIVES or Birth Control	--	*	--
ABORTION	--	*	--
SEXUALITY EDUCATION about reproduction or sex-related problems		*	
SEXUALLY TRANSMITTED DISEASES		*	--
DEVIANT OR DISCOURAGED SEXUAL BEHAVIOR -incest -child abuse/pederasty -aggressive sexual contact (rape, force, humiliation) -prostitution -exhibitionism -fetishism -transsexual/transvestitism -voyeurism -pornography/striptease	.94	.95	.99

NUMBER OF COMMERCIALS ABOUT CONTRACEPTIVE PRODUCTS: --

NUMBER OF PUBLIC SERVICE ANNOUNCEMENTS ABOUT BIRTH CONTROL/CONTRACEPTION: --

NOTE: Values are product moment correlation coefficients between pairs of raters.

AFTERNOON SHOWS OBSERVED

Wed 9/17	12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30	4:00
CBS	X X X

EVENING SHOWS OBSERVED

Wed. 9/17	7:30	8:00	8:30	9:00	9:30	10:00	10:30
CBS	X X X X	Special-Clue: Murder, Mystery		Magnum: PI----------		The Equalizer ---------	
NBC	New Newlywed Game	Highway to Heaven----------		Gimme a Break	You Again	St. Elsewhere ---------	
ABC	X X X X	Perfect Strangers	Head of the Class	Dynasty ----------		Hotel----------	

Thurs 9/18							
CBS	X X X X	The Price is Right		Special: Knots Landing Premiere----------			
NBC	New Newlywed Game	Cosby Show	Family Ties	Crime Story----------			
ABC	Hollywood Squares	X X X X (Football)----------					

Fri 9/19							
CBS	Wheel of Fortune	Scarecrow & Mrs. King		Movie: Many Happy Returns----------			
NBC	New Newlywed Game	A-Team----------		Miami Vice----------		Crime Story----------	
ABC	Hollywood Squares	Sidekicks----------		Starman----------		Special: Funny--------	

Sat 9/20							
CBS	X X X X